



# Analytics Tools Market Research

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## Abstract

During a meeting of the Ernest C. Trefz School of Business' Analytics and Systems Community of Practice students expressed confusion with the variety of analytics tools used by potential employers. It can be difficult to define whether one tool or several tools will be the most valuable for one's future career. The right choice of analytics tools to study can give the future graduate student a significant advantage in the job hunt. On the other hand, incorrect choices tend to waste students' time.

## Introduction

Analytics tools have a variety of features and most of them facilitate different types of analysis with additional reporting and visualization. However, for specific tasks one or another tool can be more powerful based upon its features. Taking into account that the tasks employers tend to demand most require data analysis and data visualization, this research defined a) what tools are more often used for each type of task and, b) the most popular tools in each group.

## Data analysis



- integrated suite of software facilities for data manipulation and modelling
- can be easily extended via packages
- free open source license

- very simple and easy to learn
- embeddable and extensible
- free open source license



- web browser-based interface
- automatic code generation
- free academic license + commercial license



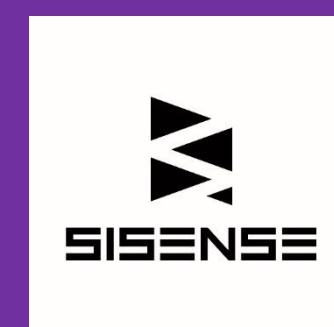
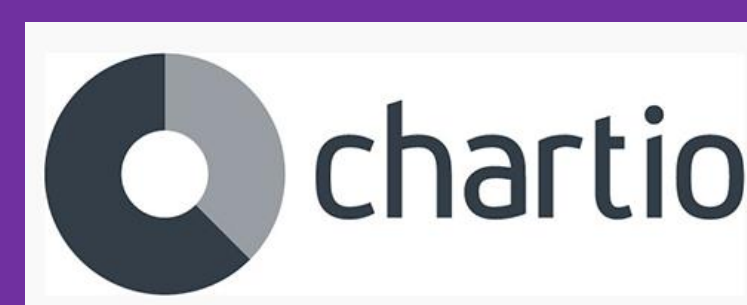
## Data visualization

- automatic chart types and elegant design
- makes data easily understandable
- free academic license + commercial license



- manipulating huge data sets instantly
- automated data integration
- simple to use without any additional training

- hundreds of data sources
- from data to insights in minutes
- interactive reports customized for business



## Methodology

This research builds upon the researcher's findings during his job search process. The researcher applied to over 100 analytics positions and examined more than 100 position descriptions for this research. Employers' requirements were collected from their position descriptions, systematized, and presented.

## Conclusion

The researcher provided recommendations to Analytics and Systems graduate students about the analytics tools they should to focus on to enhance their skill set and improve their chances for hiring.

**IMPORTANT:** Strong statistics knowledge is a fundamental requirement for the effective use of analytics tools because statistics provides the foundation for successful analytics.